

# Wollongong City Council Sponsorship of Community Events Application Questions

The information below is an overview of the questions asked in the online application form for Sponsorship of Community Event. This is provided as a guide to help you prepare your application.

We recommend you prepare your answers in a Word document or similar before completing the online form at [wollongong.nsw.gov.au/event-grants](http://wollongong.nsw.gov.au/event-grants)

## About you

- Name of your group or organisation
- Contact person
- Phone number
- Email
- Registered business name of event organiser
- ABN (plus attach copy of ABN)
- Is your organisation registered for GST?
- Copy of GST Exemption form (if applicable)

## Information about your event

- Name of your event
- Date of event, including start and finish time
- Event location
- Brief description of your event (max. 160 words)
- Is this a new event? If no, year event started
- Number of people expected to attend
- Sponsorship category
  - City-wide event
  - Local general community event
  - Sporting event – state significance
  - Sporting event – national significance
- Event category
  - Tier 4 (up to 999 attendees)
  - Tier 3 (1,000 to 4,999 attendees)
  - Tier 2 (5,000 to 9,999 attendees)
  - Tier 1 (10,000+ attendees)
- Target audience
  - Local community
  - Specific community sector (explain)
  - Other (explain)
- Have all relevant Council or other statutory applications and bookings been submitted in relation to this event?
- Provide details of applications submitted, such as traffic management, park booking form, M4 Activity Application form, Development Application, waste wise plan, etc.

## Sponsorship request

- Type of sponsorship sought
  - Financial
  - In-kind
- Amount of sponsorship requested (for financial requests)
- Type of in-kind support requested, and approximate value (if applicable)
- How would Council's sponsorship be used for this event?
- Is this your first time applying for funding with Council? If no, provide details of past requests and their outcome
- Details of any other funding you have applied for from Council, or any other organisation, for this event
- Description of how you will acknowledge Council's sponsorship if successful

## Event organisation and promotion

- What skills, knowledge and experience do you / your organisation have in organising similar events?
- Attach your organisation's Articles of Association
- How will your project be managed, and by who?
- How will your event be promoted?
- Attach a Marketing and Promotions Plan or your Events Communication Plan
- How do you plan to measure the success of your event?
- Attach event KPIs or event brief with outcomes

## Supporting material

The following fields are available to attach information to support your application. Some fields may not be relevant to your project.

Each attachment must be no larger than 10 MB.

- A completed budget showing total income and expenditure.  
Note: a budget template is available at [wollongong.nsw.gov.au/event-grants](http://wollongong.nsw.gov.au/event-grants)
- 5 x attachment fields for additional supporting information if needed.

## Acknowledgement

- Agree to terms of submitting the application.